Key

Publication of Interest

Inventor's Publication

Patent Bibliographic Files

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[File 139] EconLit 1969-2008/Jun
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[File 56] Computer and Information Systems Abstracts 1966-2008/Jun
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[File 344] Chinese Patents Abs Jan 1985-2006/Jan
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[File 350] Derwent WPIX 1963-2008/UD=200839
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[File 371] French Patents 1961-2002/BOPI 200209
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Set     Items   Description
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S1      92068   S (FOCUS? OR OBJECT? OR INTENDED OR PROJECTED OR TARGET OR
SUBGROUP? ? OR SUB()GROUP? ? OR SUBSET? ? OR SUB()SET? ? OR SUB()GROUP? ? OR
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OR CUSTOMER? ? OR PARTICIPANT? ?)
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OR TEAM? ? OR MEMBER? ? OR PARTICIPANT? ?)
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INTERRELATED)(2W)(FILES OR INFORMATION OR DATA) OR DBMS)
S5     390842   S (VARIABLE? ? OR PARAMETER? ? OR CONDITION? ? OR MEASUREMENT?
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SPECIFICATION? ? OR FACTOR? ?)(7N)(PART OR PART??? OR PORTION OR SEGMENT?? OR
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GROUP OR PEOPLE OR PERSON OR COMPAN??? OR BUSINESS?? OR FIRM? ? OR OUTFIT? ? OR
ENTERPRISE? ? OR ESTABLISHMENT? ? OR MERCHANT? ? OR CORPORATION? ?) OR
IN()HOUSE OR INHOUSE
S7          8   S AU=(KOWALCHUK, C? OR KOWALCHUK C? OR KOWALCHUK(2N)C?)
S8          3   S S7 AND S1
S9       1883   S S1 AND S2
S10       313   S S9 AND S3
S11         9   S S10 AND S4
S12         8   S S11 NOT S8
S13         0   S S12 NOT PY>2000
S14         6   S S10 AND S5
S15        10   S S10 AND S6
S16         9   S S15 NOT (S8 OR S14)

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?  t /3,K/all
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8/3,K/1 (Item 1 from file: 350) Links
Fulltext available through: Order File History
Derwent WPIX
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0014824156 & & *Drawing available*
WPI Acc no: 2005-171846/200518
Related WPI Acc No: 2001-522900; 2002-179155
XRPX Acc No: N2005-143416
Consumers selecting method for targeted marketing campaigns, involves selecting target group of consumers from larger group based on calculated probability score for each consumer of larger group
Patent Assignee: TWENTY TEN INC (TWEN-N)
Inventor: KOWALCHUK C W

Patent Family (1 patents, 1 & countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 20050033630	A1	20050210	US 2000511971	A	20000224	200518	B
			US 2003461805	P	20030411		
			US 2004821516	A	20040409		

Priority Applications (no., kind, date): US 2000511971 A 20000224; US 2003461805 P 20030411; US 2004821516 A 20040409

Patent Details

Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
US 20050033630	A1	EN	11	2	C-I-P of application	US 2000511971
					Related to Provisional	US 2003461805

Consumers selecting method for targeted marketing campaigns, involves selecting target group of consumers from larger group based on calculated probability score for each consumer of larger group Inventor: KOWALCHUK C W Alerting Abstract ...to separate attitudinal segments using identified non-attitudinal variables and calculated probability score of a subgroup of members. A probability score for each consumer in a large group is found based on a degree of fit between the consumers and segments. A target group of consumers is selected from the large group based on the found score of large group. ...member of subgroup and their corresponding attitudinal segment. The database includes approximately 85,000,000 consumers, and the subgroup includes approximately 20,000 consumers. ... ...An INDEPENDENT CLAIM is also included for a system of selecting a target group of consumers from a larger group of consumers Original Publication Data by AuthorityArgentinaPublication No. Inventor name & address:Kowalchuk, Craig W... Original Abstracts: Disclosed herein are systems and methods for selecting a target group of consumers from a larger group of consumers in a computer database. Thus, for a given brand and marketing objective, the systems and methods provide for identifying the dimensions that define a relevant attitudinal consumer... Claims: What is claimed is: 1. A method for selecting a target group of consumers from a larger group of consumers in a computer database, the method comprising: providing at least non-attitudinal variables for each consumer in the database; choosing a random subgroup of consumers from the larger group; gathering attitudinal data based on attitudinal variables from each member of the subgroup, the attitudinal data being unavailable on the database; creating attitudinal segments defined by attitudinal dimensions... ... the identified plurality of non-attitudinal variables and their corresponding calculated probability score; calculating a probability score for each of the consumers in the larger group based on a degree of fit between each of the consumers... ... of the attitudinal segments by applying at least one of the developed algorithms to each consumer in the larger group; and selecting the target group of consumers from the larger group based on the calculated probability score for each of the consumers of the larger group.

0011239537
WPI Acc no: 2002-179155/200223
Related WPI Acc No: 2001-522900; 2005-171846
XRPX Acc No: N2002-136264

Consumer rating score adjustment method for marketing product, involves applying profitability index created by computing consumption ratio of media property by individuals, to previous rating score of individuals

Patent Assignee: KOWALCHUK C (KOWA-I); SMITH S (SMIT-I)
Inventor: KOWALCHUK C; SMITH S

Patent Family (1 patents, 1 & countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 20020010620	A1	20020124	US 2000511971	A	20000224	200223	B
			US 20018044448	A	20010312		

Priority Applications (no., kind, date): US 2000511971 A 20000224; US 20018044448 A 20010312

Patent Details

Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
US 20020010620	A1	EN	15	0	C-I-P of application	US 2000511971

Inventor: KOWALCHUK C... Alerting Abstract ...NOVELTY - A target group of consumers are selected from a consumer group having variables indicating product/service profitability stored in a database. A profitability index is... Original Publication Data by AuthorityArgentinaPublication No. Inventor name & address:Kowalchuk, Craig... Original Abstracts: The invention provides a method or system for selecting a target group of most profitable consumers of a product or service from a group of consumers contained in a database. The invention involves selecting from the database a sub-group of consumers to whom a series of questions is posed. The invention then calculates a statistical relationship between the behavioral variables... ... to each consumer. The invention then permits one to select from the database of scored consumers a target group of consumers that are most likely to be profitable targets for direct marketing. ...Claims:media property, the method including the following steps:providing a database including a group of consumers, the database including data variables for each consumer;selecting from said group, a sub-group of consumers;gathering data pertaining to each member of the sub-group, the data including data relating to non-database variables of said members, the non-database... ... members of the sub-group;identifying variables contained in said database that are predictive of consumer profitability for the product or service based on a strength of the statistical relationship between said variables contained in said database and said profitability score;selecting from said group of consumers a target group of consumers having the variables contained in said database that are predictive of consumer profitability for the product or service;gathering data relating to a consumption of the individual media property from members of the target group;creating a profitability index in relation to said individual media property based on the...

8/3,K/3 (Item 3 from file: 350) Links

Fulltext available through: Order File History

Derwent WPIX

0010902046
WPI Acc no: 2001-522900/200157
Related WPI Acc No: 2002-179155; 2005-171846
XRPX Acc No: N2001-387521
Targeted probability system for identifying and locating individual profitable consumers for a given marketing objective using customer data variables stored in a database
Patent Assignee: KOWALCHUK C (KOWA-I); SMITH S (SMIT-I)
Inventor: KOWALCHUK C; SMITH S

Patent Family (2 patents, 92 & countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
WO 2001063495	A2	20010830	WO 2001CA221	A	20010226	200157	B
AU 200135292	A	20010903	AU 200135292	A	20010226	200202	E

Priority Applications (no., kind, date): US 2000511971 A 20000224; CA 2299484 A 20000224

Patent Details

Patent Number	Kind	Lan	Pgs	Draw	Filing Notes
WO 2001063495	A2	EN	71	0	
National Designated States,Original	AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW				
Regional Designated States,Original	AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW				
AU 200135292	A	EN			Based on OPI patent WO 2001063495

Targeted probability system for identifying and locating individual profitable consumers for a given marketing objective using customer data variables stored in a database Inventor: KOWALCHUK C... Alerting Abstract ...USE - Identifying and locating individual profitable consumers for a given marketing objective. Original Publication Data by AuthorityArgentinaPublication No. Inventor name & address:KOWALCHUK, Craig...

? t /3,k/all

14/3,K/1 (Item 1 from file: 35) Links
Dissertation Abs Online

01176794 ORDER NO: AAD91-31239
AN EMPIRICAL STUDY ON PERCEIVED IMPORTANCE OF SYSTEMS ANALYSTS' JOB SKILLS AND THEIR RELATIONSHIP WITH INFORMATION SYSTEMS EFFECTIVENESS

Author: JUNG, JEONG DUK
Degree: D.B.A.
Year: 1991
Corporate Source/Institution: MISSISSIPPI STATE UNIVERSITY (0132)
Source: Volume 5205A of Dissertations Abstracts International.
PAGE 1813 . 153 PAGES

...and the set of skills identified via the instrument.

Research was carried out in three parts. First, the identification of instrument variables based upon information system and functional manager perceptions. In this first part, the validity and reliability of the variables were tested, where 25 items were identified as being reliable, both individually and collectively. The... ...especially in relation to user involvement in system development activities. However, the three functional manager groups and corresponding end users gave more emphasis to factor 2 (systems development related skills) than IS managers. Based upon the result... ...have different skill expectations of systems analyst than do IS managers. The three functional manager groups seem to view technical areas more importantly and thus may have greater expectations for technical performance.

The third part of this... ...that a qualified systems analyst should generate information systems that are better received by the target user groups. This proposed model has been validated and a positive relationship was identified between possession...

14/3,K/2 (Item 1 from file: 583) Links
Gale Group Globalbase(TM)

06405067
ICL boss finds new role as King of the middle men

UK: CUSTOMER FOCUS FOR ICL
The Times (TS) 11 Dec 1996 p.19
Language: ENGLISH
UK: CUSTOMER FOCUS FOR ICL

...together. In addition, ICL seeks to provide value-added services by understanding the user's requirements and providing the appropriate applications. As part of this change of strategy, ICL is to reorganise its development laboratory resources over the next few months into customer teams to provide faster and more efficient response to customer requirements.

14/3,K/3 (Item 1 from file: 350) Links
Fulltext available through: Order File History
Derwent WPIX

0015882886 & & *Drawing available*
WPI Acc no: 2006-414563/200642
XRPX Acc No: N2006-343302
Information retrieval method e.g. for game software, involves displaying content contained in group approximating user characteristic of target content, as selection candidate
Patent Assignee: SQUARE ENIX KK T/A SQUARE ENIX CO LTD (SQUA-N); SQUARE ENIX CO LTD (SQUA-N)
Inventor: TANAKA T; TANAKA T K K S E

Patent Family (4 patents, 111 & countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
WO 2006057356	A1	20060601	WO 2005JP21724	A	20051125	200642	B
EP 1837777	A1	20070926	EP 2005809767	A	20051125	200763	E
			WO 2005JP21724	A	20051125		
KR 2007086460	A	20070827	WO 2005JP21724	A	20051125	200807	E
			KR 2007713974	A	20070620		
JP 2006547874	X	20080605	WO 2005JP21724	A	20051125	200839	E
			JP 2006547874	A	20051125		

Priority Applications (no., kind, date): JP 2004340319 A 20041125

Patent Details

Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
WO 2006057356	A1	JA	55	17		
National Designated States,Original	AE AG AL AM AT AU AZ BA BB BG BR BW BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE EG ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KM KN KP KR KZ LC LK LR LS LT LU LV LY MA MD MG MK MN MW MX MZ NA NG NI NO NZ OM PG PH PL PT RO RU SC SD SE SG SK SL SM SY TJ TM TN TR TT TZ UA UG US UZ VC VN YU ZA ZM ZW					
Regional Designated States,Original	AT BE BG BW CH CY CZ DE DK EA EE ES FI FR GB GH GM GR HU IE IS IT KE LS LT LU LV MC MW MZ NA NL OA PL PT RO SD SE SI SK SL SZ TR TZ UG ZM ZW					
EP 1837777	A1	EN			PCT Application	WO 2005JP21724
					Based on OPI patent	WO 2006057356
Regional Designated States,Original	DE FR GB IT					
KR 2007086460	A	KO			PCT Application	WO 2005JP21724
					Based on OPI patent	WO 2006057356
JP 2006547874	X	JA	33		PCT Application	WO 2005JP21724
					Based on OPI patent	WO 2006057356

Information retrieval method e.g. for game software, involves displaying content contained in group approximating user characteristic of target content, as selection candidate Alerting Abstract ...unless the target content condition is decided. The content contained in the group approximating the user characteristic of the target content and the content contained in a comparatively approximating group, is displayed as a selection... Original Publication Data by AuthorityArgentinaPublication No. ...Original Abstracts:content group is obtained unless the target content condition is decided. When the target content condition is decided, a distance between the segment connecting the user position with the content position selected as the target and the position... ... each content group is obtained. Not only the content contained in the group approximating the user characteristic or the target content but also the content contained in a comparatively approximating group is presented to the... ... content group is obtained unless the target content condition is decided. When the target content condition is decided, a distance between the segment connecting the user position with the content position selected as the target and the position... ... each content group is obtained. Not only the content contained in the group approximating the user characteristic or the target content but also the content contained in a comparatively approximating group is presented to the... ...Claims:user information storage section (152), which stores information that can specify a composition of a user as positional information using two or more coordinate axes;a step (S02) of acquiring group positional information which is positional information of a representative position of each of two or more groups into which the contents are classified from a content positional information storage section (153) that... ... group positional information;a step (S04-S07) of specifying at least one content from each group, which has been determined as having a higher order of approximation than a predetermined order of approximation in the approximation calculation, or each of two or more groups included in groups whose orders of approximation lie within a predetermined rank;a step (S08) of creating display...

14/3,K/4 (Item 2 from file: 350) Links
Fulltext available through: Order File History
Derwent WPIX

0014824156 & & *Drawing available*
WPI Acc no: 2005-171846/200518
Related WPI Acc No: 2001-522900; 2002-179155
XRPX Acc No: N2005-143416
Consumers selecting method for targeted marketing campaigns, involves selecting target group of consumers from larger group based on calculated probability score for each consumer of larger group
Patent Assignee: TWENTY TEN INC (TWEN-N)
Inventor: KOWALCHUK C W

Patent Family (1 patents, 1 & countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 20050033630	A1	20050210	US 2000511971	A	20000224	200518	B
			US 2003461805	P	20030411		

			US 2004821516	A	20040409		

Priority Applications (no., kind, date): US 2000511971 A 20000224; US 2003461805 P 20030411; US 2004821516 A 20040409

Patent Details

Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
US 20050033630	A1	EN	11	2	C-I-P of application	US 2000511971
					Related to Provisional	US 2003461805

Consumers selecting method for targeted marketing campaigns, involves selecting target group of consumers from larger group based on calculated probability score for each consumer of larger group Alerting Abstract ...NOVELTY - The method involves developing mathematical algorithms relating to separate attitudinal segments using identified non-attitudinal variables and calculated probability score of a subgroup of members. A probability score for each consumer in a large group is found based on a degree of fit between the consumers and segments. A target group of consumers is selected from the large group based on the found score of large group. ...member of subgroup and their corresponding attitudinal segment. The database includes approximately 85,000,000 consumers, and the subgroup includes approximately 20,000 consumers. ... ...An INDEPENDENT CLAIM is also included for a system of selecting a target group of consumers from a larger group of consumers. ... ...ADVANTAGE - The method selects consumers from an in-house or third party database containing appended variables, who are most attitudinally aligned with the target segment definitions Original Publication Data by AuthorityArgentinaPublication No. Original Abstracts: Disclosed herein are systems and methods for selecting a target group of consumers from a larger group of consumers in a computer database. Thus, for a given brand and marketing objective, the systems and methods provide for identifying the dimensions that define a relevant attitudinal consumer... ... segments). In addition, the systems and methods select consumers, from an in-house or third party database containing appended variables, who are most attitudinally aligned with the target segment definition(s). Claims: What is claimed is: 1. A method for selecting a target group of consumers from a larger group of consumers in a computer database, the method comprising: providing at least non-attitudinal variables for each consumer in the database; choosing a random subgroup of consumers from the larger group; gathering attitudinal data based on attitudinal variables from each member of the subgroup, the attitudinal data being unavailable on the database; creating attitudinal segments defined by attitudinal dimensions based on the attitudinal data; assigning each member of the subgroup... ... data corresponding to each member of the subgroup; identifying a plurality of the non-attitudinal variables for each member of the subgroup based on strength of relationship between each of the... ... variables of the subgroup members and the dimensions that define each member's corresponding attitudinal segment; calculating a probability score for each member of the subgroup based on a degree of fit between each member of the... ... the probability score for each of the subgroup members with respect to their corresponding attitudinal segment using the identified plurality of non-attitudinal variables and their corresponding calculated probability score; calculating a probability score for each of the

consumers in the larger group based on a degree of fit between each of the consumers in the larger group and any of the attitudinal segments by applying at least one of the developed algorithms to each consumer in the larger group; and selecting the target group of consumers from the larger group based on the calculated probability score for each of the consumers of the larger group.

14/3,K/5 (Item 3 from file: 350) Links
Fulltext available through: Order File History
Derwent WPIX

0010356721 & & *Drawing available*
WPI Acc no: 2000-672357/200065
XRPX Acc No: N2000-498481
Method for managing, tracking, and reporting enterprise operations
Patent Assignee: PRINTABLE TECHNOLOGIES INC (PRIN-N); SOURCEFINDER INC (SOUR-N); TRIPORT TECHNOLOGIES INC (TRIP-N); TRIPORT TECHNOLOGIES INC FORMERLY SOURCE (TRIP-N)
Inventor: BASA M; BERTKEN D; DORNSIFE C E; LOVELAND M; MANOSH J; ROLEN D; ROSS E F; TAN M; ZAWADZKI J C

Patent Family (6 patents, 87 & countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
WO 2000030000	A2	20000525	WO 1999US26523	A	19991109	200065	B
AU 200016142	A	20000605	AU 200016142	A	19991109	200065	E
US 6226656	B1	20010501	US 1998191467	A	19981112	200126	E
US 20020032694	A1	20020314	US 1998191467	A	19981112	200222	E
			US 2001780099	A	20010209		
US 6526423	B2	20030225	US 1998191467	A	19981112	200323	E
			US 2001780099	A	20010209		
US 7107268	B1	20060912	US 1998108261	P	19981112	200660	E
			US 1999436146	A	19991109		

Priority Applications (no., kind, date): US 1998108261 P 19981112; US 1998191467 A 19981112; US 1999436146 A 19991109; US 2001780099 A 20010209

Patent Details

Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
WO 2000030000	A2	EN	142	30		
National Designated States,Original	AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW					
Regional Designated States,Original	AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW					

AU 200016142	A	EN			Based on OPI patent	WO 2000030000
US 20020032694	A1	EN			Continuation of application	US 1998191467
					Continuation of patent	US 6226656
US 6526423	B2	EN			Continuation of application	US 1998191467
					Continuation of patent	US 6226656
US 7107268	B1	EN			Related to Provisional	US 1998108261

Alerting Abstract ...manager server (110). One or more organizational entities are defined within the enterprise. One or more user groups associated with each organizational entity are then defined. One or more users associated with each user groups, and user roles associated with one of the user of the users are also defined. ...manager from being limited to tasks, resources and files, but can accept infinite classes of user-defined objects. Users complete tasks is automatically kept up-to-date. It is accessed from any locations both... Original Publication Data by AuthorityArgentinaPublication No. ...Original Abstracts:that systems can be customized for any type of environment. In a typical embodiment a key user sets-up the initial environment for the project management system including setting up the structure... ... they are authorized to perform functions. Functions include adding, editing deleting and archiving project management objects. Users from multiple organizational work-groups participate using the project management system in a collaborative fashion. Specs are generated, suppliers are matched with specs, RFQs are sent to suppliers, suppliers bid on jobs, jobs are awarded by buyers and purc... ...Claims:and processing a user-defined generic spec comprising the steps of:creating a domain tree by defining a plurality of section nodes and variable nodes;constructing a component tree by selecting one or more of said section nodes from said domain tree;presenting a spec to a user comprising a plurality of spec pages constructed in accordance with said component tree;processing said spec by receiving responses from... ... enabling the computer to create a domain tree by accepting definitions for a plurality of section nodes and variable nodes;construction means for enabling the computer construct a component tree by accepting selective input data comprising one or more of said section nodes from said domain tree;presenting means for enabling the computer to present a spec to a user comprising a plurality of spec pages that are constructed in accordance with said component tree;processing means for enabling the computer to process said spec by... ... the user identifier;defining one or more organizational entities within the enterprise;defining one or more user groups associated with each of the organizational entities;defining one or more users associated with each of the user groups;defining user roles associated with at least one of the users, said customized home page including one or more projects associated with the at least one... ... said project management trees associated with a first project included within said projects to a first user of said users wherein a scope of said view is determined based at least in part upon membership of said first user within a first of said user groups, said view including representations of a plurality of data objects of said first of said project management trees;describing, within ones of said plurality of data objects, functions defining relationships between said ones of said plurality of data objects and other of said plurality of data objects and;interfacing with the first project by viewing ones of said plurality of data objects in accordance with the user roles.

14/3,K/6 (Item 4 from file: 350) Links
Fulltext available through: Order File History
Derwent WPIX

0008256363 & & *Drawing available*
WPI Acc no: 1997-363868/199733
XRPX Acc No: N1997-302464
Bill processing method for customers of nodes having billing cycle - in which bill production initiator periodically activates and initiates a billing cycle for number of customer bill records stored in memory
Patent Assignee: COHEN M B (COHE-I); CSG SYSTEMS INC (CSGS-N); GOLLOB D J (GOLL-I); LOGAN J R (LOGA-I); TELE-COMMUNICATIONS INC (TELE-N); WILLIAMS C G (WILL-I)
Inventor: COHEN M B; GOLLOB D J; LOGAN J R; SWITZER A W; WILLIAMS C G

Patent Family (4 patents, 71 & countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
WO 1997024688	A1	19970710	WO 1996US20190	A	19961224	199733	B
AU 199714260	A	19970728	AU 199714260	A	19961224	199746	E
US 20010009002	A1	20010719	US 1995581733	A	19951229	200143	E
			US 1996631325	A	19960412		
			US 1996704840	A	19960828		
			US 199826095	A	19980219		
US 6493680	B2	20021210	US 1995581733	A	19951229	200301	E
			US 1996631325	A	19960412		
			US 1996704840	A	19960828		
			US 199826095	A	19980219		

Priority Applications (no., kind, date): US 1995581733 A 19951229; US 1996631325 A 19960412; US 1996704840 A 19960828; US 199826095 A 19980219

Patent Details

Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
WO 1997024688	A1	EN	54	7		
National Designated States,Original	AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GE HU IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK TJ TM TR TT UA UG UZ VN					
Regional Designated States,Original	AT BE CH DE DK EA ES FI FR GB GR IE IT KE LS LU MC MW NL OA PT SD SE SZ UG					
AU 199714260	A	EN			Based on OPI patent	WO 1997024688
US 20010009002	A1	EN			Continuation of application	US 1995581733
					Continuation of application	US 1996631325
					Continuation of application	US 1996704840
US 6493680	B2	EN			Continuation of application	US 1995581733

					Continuation of application	US 1996631325
					Continuation of application	US 1996704840

Alerting Abstract ...The node groups are then divided into one or more sub-node groups, in which each customer bill distributed into each sub- node group shares at least one common variable. The sub... Original Publication Data by AuthorityArgentinaPublication No. ...Claims:the customer bill records into node groups based upon the node system associated with the customer; dividing the node groups into one or more sub-node groups, wherein the each customer bill record distributed into each sub-node group shares at least one common variable; dividing the sub-node groups into processing groups, wherein the number of customer bill records distributed into each... ... records to be processed into node groups based upon the node systems associated with the customers; dividing the node groups into one or more sub-node groups, wherein the customer bill records distributed into each sub-node group share at least one common variable; dividing the sub-node groups into processing groups, wherein the number of customer bill records distributed into each processing group is predetermined; and processing the customer bills distributed into each processing group wherein at least two of the processing groups are processed in parallel.

```
?  t /3,k/all
```

16/3,K/1 (Item 1 from file: 2) Links
INSPEC

09883410
Title: Typology of B-to-B e-commerce initiatives and related benefits in manufacturing SMEs
Author Elia, E.; Lefebvre, L.A.; Lefebvre, E.
Author Affiliation: ePoly Centre of Expertise in Electron. Commerce, Ecole Polytechnique de Montreal, Que., Canada
Conference Title: Proceedings of the 37th Annual Hawaii International Conference on System Sciences p. 10 pp.
Publisher: IEEE Comput. Soc , Los Alamitos, CA, USA
Publication Date: 2004 Country of Publication: USA lxxi+320 pp.
ISBN: 0 7695 2056 1 Material Identity Number: XX-2004-00201
Conference Title: Proceedings of the 37th Annual Hawaii International Conference on System Sciences
Conference Date: 5-8 Jan. 2004 Conference Location: Big Island, HI, USA
Language: English
Subfile: C D E

Abstract: ...that can be executed using e-commerce tools. These processes were classified according to their focus: customer (downstream), supplier (upstream) or in-house. The research findings point to four main profiles for manufacturing SMEs with different e-commerce... ...may still be exploring e-commerce opportunities. The second and third groups are supplier-and customer-focused, respectively. The fourth group consists of the more involved SMEs that have leveraged their e-commerce initiatives with both their customers

and their ...

16/3,K/2 (Item 2 from file: 2) Links
INSPEC

08087055 INSPEC Abstract Number: B2001-12-6120D-070, C2001-12-1260C-040
Title: Efficient asymmetric public-key traitor tracing without trusted agents
Author Watanabe, Y.; Hanaoka, G.; Imai, H.
Author Affiliation: Inst. of Ind. Sci., Tokyo Univ., Japan
Conference Title: Topics in Cryptology - CT-RSA 2001. The Cryptographers' Track at RSA Conference 2001. Proceedings (Lecture Notes in Computer Science Vol.2020) p. 392-407
Editor(s): Naccache, D.
Publisher: Springer-Verlag , Berlin, Germany
Publication Date: 2001 Country of Publication: Germany xii+471 pp.
ISBN: 3 540 41898 9 Material Identity Number: XX-2001-01772
Conference Title: Topics in Cryptology - CT-RSA 20001
Conference Sponsor: Compaq Comput. Corp.; Hewlett-Packard; IBM; Intel Corp.; Microsoft; nCipher ; EDS; et al
Conference Date: 8-12 April 2001 Conference Location: San Francisco, CA, USA
Language: English
Subfile: B C

Abstract: ...encrypted form and the authorized subscribers are able to decrypt the content to obtain the intended service. However, nothing can prevent unauthorized users (pirates) from obtaining decryption keys from a group of one or more authorized users (traitors). A new scheme of asymmetric public-key traitor tracing without the involvement of trusted third parties is discussed. Previously, an efficient construction of an asymmetric public-key tracing scheme was also ... ...see Proc. EUROCRYPT'98, p.145-57, 1998). However, their scheme required the involvement of third trusted party(s) known as agent(s). As far as we know, our scheme is the first...

16/3,K/3 (Item 3 from file: 2) Links
INSPEC

04128848 INSPEC Abstract Number: C88031486
Title: Using online to teach online: SCORPIO screen displays, prompts and help menus
Author Griffith, J.C.; Veccia, S.H.
Author Affiliation: Library of Congress Congressional Res. Service, Washington, DC, USA
Conference Title: Online '87 Conference Proceedings p. 82-8
Publisher: Online , Weston, CT, USA
Publication Date: 1987 Country of Publication: USA 2 vol. (224+156) pp.
Conference Sponsor: Online
Conference Date: 20-22 Oct. 1987 Conference Location: Anaheim, CA, USA
Language: English
Subfile: C
Abstract: ...improve SCORPIO, LC's online information system, so that it would be a clearer and more self explanatory system for all users. The group has focused on three areas:

screen displays, system messages or prompts, and help menus. From the collective experience of...

16/3,K/4 (Item 1 from file: 35) Links
Dissertation Abs Online

01712070 ORDER NO: AADAA-I9946313
Marketing to consumers undergoing life transitions: The mediating role of appraisal

Author: Wood, Charles Martin
Degree: Ph.D.
Year: 1999
Corporate Source/Institution: University of Missouri - Columbia (0133)
Source: Volume 6009A of Dissertations Abstracts International.
PAGE 3443 . 271 PAGES

...compared the response of two groups to new products and advertisements with positive and problem-focused tone executions. One group consisted of consumers in the midst of adapting to the career entry transition (9 months or less on... ...also found for the mediating role of appraisal in predicting the differential response of transitioning consumers and more experienced consumers. A significant transition group x appraisal group interaction was found to predict the level of consumer interest in role-related products. Also, a three-way (transition group x appraisal group x advertisement tone) interaction was as found to predict overall consumer response...

16/3,K/5 (Item 1 from file: 583) Links
Gale Group Globalbase(TM)

09234125
Compaq's Asia Pacific arm ends 1999 with a bang

ASIA-PACIFIC: COMPAQ SEES IMPROVED RESULTS
Business Times (XBA) 02 Feb 2000 p.6
Language: ENGLISH

...90% in South Korea and Asean (excluding Singapore) respectively. Strong growth was evident across the firm's three business sectors - enterprise solutions and services group, commercial personal computing group and consumer group. The firm is focusing more on Internet business, instead of just being a PC firm. It should see better results...

16/3,K/6 (Item 1 from file: 139) Links
Fulltext available through: STIC Full Text Retrieval Options
EconLit

886237
Title: Focus of B-to-B E-Commerce Initiatives and Related Benefits in Manufacturing Small- and Medium-Sized Enterprises

Author: Elia, Elie; Lefebvre, Louis-A.; Lefebvre, Elisabeth
Author Affiliation: U Quebec, Montreal and ePoly Centre of Expertise in Electronic Commerce, Ecole Polytechnique de Montreal; ePoly Centre of Expertise in Electronic Commerce, Ecole Polytechnique de Montreal; ePoly Centre of Expertise in Electronic Commerce, Ecole Polytechnique de Montreal
Journal Name: Information Systems and e-Business Management ,
Journal Volume & Issue: 5 1 ,
Pages: 1-23
Publication Date: 2007
Language: English
Availability: http://www.springeronline.com/journal/10257/
DOI: doi:10.1007/s10257-006-0035-8
ISSN: 1617-9846
Document Type: Journal Article
Abstract Indicator: Abstract
Abstract: ...36 business processes that can be conducted electronically. These processes were classified according to their focus: customer (downstream), supplier (upstream) or in-house. The research findings point to four main profiles of manufacturing SMEs with different e-commerce... ...may still be exploring e-commerce opportunities. The second and third groups are supplier- and customer-focused, respectively. The fourth group consists of the more involved SMEs that have leveraged their e-commerce initiatives with both their customers and their ...
TEXT:

16/3,K/7 (Item 1 from file: 350) Links
Fulltext available through: Order File History
Derwent WPIX

0013138465
WPI Acc no: 2003-220744/200321
XRPX Acc No: N2003-176158
Online auction user rating method in networked data processing system, involves combining personal information of web client with credit report to form user rating that is shared with auction web server
Patent Assignee: INT BUSINESS MACHINES CORP (IBMC)
Inventor: DUTTA R; RAMAMOORTHY K

Patent Family (1 patents, 1 & countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 20030004855	A1	20030102	US 2001895097	A	20010629	200321	B

Priority Applications (no., kind, date): US 2001895097 A 20010629

Patent Details

Patent Number	Kind	Lan	Pgs	Draw	Filing Notes

US 20030004855	A1	EN	19	12	

Alerting Abstract ... at a number of sites by sharing user profile among online auction services. The new users are more fairly treated and the auction participants are prevented from inflating their ratings collusively.Original Publication Data by AuthorityArgentinaPublication No. Original Abstracts: A method, computer program product, and apparatus for providing a user rating service for online auctions is disclosed. Objective criteria, such as credit information, are combined with subjective ratings to create a user profile. Using objective criteria to supplement user ratings treats new users more fairly and prevents auction participants from inflating their ratings collusively. The user profile may be shared among online auction services, so that a user's aggregate transaction and ratings history may... ...Claims:method of rating an online auction user comprising the steps of: receiving personal information regarding the user; based on the personal information obtaining objective information about the user from a third party; and formulating an initial value for a reliability rating based on at least the objective information.

16/3,K/8 (Item 2 from file: 350) Links
Fulltext available through: Order File History
Derwent WPIX

0013129063 & & *Drawing available*
WPI Acc no: 2003-211139/200320
XRPX Acc No: N2003-168283
Creating metadata files for personalising media services by creating rulebase and three databases for test group reactions, information content space and reaction space
Patent Assignee: HELSINGIN KAUPPAKORKEAKOULU (HELS-N); LIUKKONEN S (LIUK-I); SAARI T (SAAR-I)
Inventor: LIUKKONEN S; SAARI T

Patent Family (7 patents, 100 & countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
WO 2003017134	A2	20030227	WO 2002FI678	A	20020819	200320	B
FI 200101674	A	20030221	FI 20011674	A	20010820	200333	E
EP 1428146	A1	20040616	EP 2002748917	A	20020819	200439	E
			WO 2002FI678	A	20020819		
AU 2002319341	A1	20030303	AU 2002319341	A	20020819	200452	E
US 20040162856	A1	20040819	US 2004781640	A	20040220	200455	E
FI 115420	B1	20050429	FI 20011674	A	20010820	200530	E
US 7216131	B2	20070508	WO 2002FI678	A	20020819	200731	E
			US 2004781640	A	20040220		

Priority Applications (no., kind, date): FI 20011674 A 20010820

Patent Details

Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
WO 2003017134	A2	EN	23	4		
National Designated States,Original	AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG US UZ VC VN YU ZA ZM ZW					
Regional Designated States,Original	AT BE BG CH CY CZ DE DK EA EE ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SK SL SZ TR TZ UG ZM ZW					
EP 1428146	A1	EN			PCT Application	WO 2002FI678
					Based on OPI patent	WO 2003017134
Regional Designated States,Original	AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR IE IT LI LT LU LV MC MK NL PT RO SE SI SK TR					
AU 2002319341	A1	EN			Based on OPI patent	WO 2003017134
FI 115420	B1	FI			Previously issued patent	FI 200101674
US 7216131	B2	EN			Continuation of application	WO 2002FI678

Creating metadata files for personalising media services by creating rulebase and three databases for test group reactions, information content space and reaction space Alerting Abstract ...files are created for the users and content. The rulebase is created by presenting information objects to a statistically significantly larger test user group, collecting data on the test group reactions and storing their reaction impulses by linking all...

Full Text Files

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?  show files
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[File 15] ABI/Inform(R) 1971-2008/Jun 24

[File 16] Gale Group PROMT(R) 1990-2008/Jun 19

File 16: Because of updating irregularities, the banner and the update (UD=) may vary.

[File 148] Gale Group Trade & Industry DB 1976-2008/Jun 05

File 148: The CURRENT feature is not working in File 148. See HELP NEWS148.

[File 160] Gale Group PROMT(R) 1972-1989

[File 275] Gale Group Computer DB(TM) 1983-2008/Jun 18

[File 621] Gale Group New Prod.Annou.(R) 1985-2008/Jun 05

[File 13] BAMP 2008/Jun 05

File 13: This file now updates daily.

[File 75] TGG Management Contents(R) 86-2008/Jun W3

[File 95] TEME-Technology & Management 1989-2008/Jun W1

[File 9] Business & Industry(R) Jul/1994-2008/Jun 18

[File 20] Dialog Global Reporter 1997-2008/Jun 25

[File 610] Business Wire 1999-2008/Jun 25

File 610: File 610 now contains data from 3/99 forward. Archive data (1986-2/99) is available in File 810.

[File 613] PR Newswire 1999-2008/Jun 25

File 613: File 613 now contains data from 5/99 forward. Archive data (1987-4/99) is available in File 813.

[File 624] McGraw-Hill Publications 1985-2008/Jun 24

File 624: Homeland Security & Defense and 9 Platt energy journals added Please see HELP NEWS624 for more

[File 634] San Jose Mercury Jun 1985-2008/Jun 19

[File 636] Gale Group Newsletter DB(TM) 1987-2008/Jun 19

[File 810] Business Wire 1986-1999/Feb 28

[File 813] PR Newswire 1987-1999/Apr 30

[File 625] American Banker Publications 1981-2008/Jun 18

[File 268] Banking Info Source 1981-2008/Jun W3

[File 626] Bond Buyer Full Text 1981-2008/Jun 17

[File 267] Finance & Banking Newsletters 2008/Jun 23

[File 348] EUROPEAN PATENTS 1978-2007/ 200824

[File 349] PCT FULLTEXT 1979-2008/UB=20080612 UT=20080605


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; d s
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Set     Items   Description
S1    1787986   S (FOCUS? OR OBJECT? OR INTENDED OR PROJECTED OR TARGET OR
SUBGROUP? ? OR SUB()GROUP? ? OR SUBSET? ? OR SUB()SET? ? OR SUB()GROUP? ? OR
SUBDIVISION? ? OR SUB()DIVISION? ? )(7N)(CUSTOMER? ? OR USER? ? OR CONSUMER? ?
OR CUSTOMER? ? OR PARTICIPANT? ?)
S2    3409927   S (GREATER OR BIGGER OR LARGER OR MORE OR HIGHER)(7N)(GROUP? ?
OR TEAM? ? OR MEMBER? ? OR PARTICIPANT? ?)
S3     159193   S S2(7N)(CUSTOMER? ? OR USER? ? OR CONSUMER? ? OR CUSTOMER? ?)
S4        230   S S3(7N)((DATABASE OR DATA()BASE OR REGIST? OR DATABANK? ? OR
DATATABLE? ? OR DATA OR INFORMATION OR KNOWLEDGE)()(BASE? ? OR BANK? ? OR SET?
? OR FILE? ? OR TABLE? ?) OR DB OR (ORGANI?ED()COLLECTION? ? OR RELATED OR
INTERRELATED)(2W)(FILES OR INFORMATION OR DATA) OR DBMS)
S5    1342295   S (VARIABLE? ? OR PARAMETER? ? OR CONDITION? ? OR MEASUREMENT?
? OR CRITERIA OR CRITERION OR REQUIREMENT? ? OR PEREQUISITE? ? OR SPEC? ? OR
SPECIFICATION? ? OR FACTOR? ?)(7N)(PART OR PART??? OR PORTION OR SEGMENT?? OR
SHARE OR SECTION )
S6    5898158   S (THREE OR THIRD OR 3RD OR TERTIARY)(3N)(PARTY OR PARTIES OR
GROUP OR PEOPLE OR PERSON OR COMPAN??? OR BUSINESS?? OR FIRM? ? OR OUTFIT? ? OR
ENTERPRISE? ? OR ESTABLISHMENT? ? OR MERCHANT? ? OR CORPORATION? ?) OR
IN()HOUSE OR INHOUSE
S7          2   S AU=(KOWALCHUK, C? OR KOWALCHUK C? OR KOWALCHUK(2N)C?)
S8          1   S S7 AND S1
S9      11099   S S1(7N)S2
S10      7355   S S9(7N)S3
S11        20   S S10(7N)S4
S12         7   S S11 NOT PY>2000
S13         7   S S12 NOT S8
S14        19   S S10(7N)S5
S15         1   S S14 NOT PY>2000
S16         0   S S15 NOT (S8 OR S13)
S17        81   S S10(7N)S6
S18         5   S S17(3N)S5

?
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t 73/k/all

8/3K/1 (Item 1 from file: 349) Links

Fulltext available through: Order File History

PCT FULL TEXT

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00830833

TARGETED PROFITABILITY SYSTEM

SYSTEME DE RENTABILITE CIBLEE

Patent Applicant/Inventor:

- KOWALCHUK Craig
  72 Kennedy St. W., Aurora, Ontario L4G 2L5; CA; CA(Residence); CA(Nationality);
- SMITH Sheldon
  518 Castlefield Ave., Toronto, Ontario M4N 1L6; CA; CA(Residence); CA(Nationality);
- KOWALCHUK Craig...
  ...

Legal Representative:

• DONAHUE ERNST & YOUNG LLP(agent)
Ernst & Young Tower, Toronto-Dominion Centre, 222 Bay Street, Suite 1800, P.O. Box 197, Toronto, Ontario M4K 1H6; CA;

	Country	Number	Kind	Date
Patent	WO	200163495	A2	20010830
Application	WO	2001CA221		20010226
Priorities	CA	2299484		20000224
	US	2000511971		20000224

Designated States: (All protection types applied unless otherwise stated - for applications 2004+)

[EP] AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE; TR;

[OA] BF; BJ; CF; CG; CI; CM; GA; GN; GW; ML; MR; NE; SN; TD; TG;

[AP] GH; GM; KE; LS; MW; MZ; SD; SL; SZ; TZ; UG; ZW;

[EA] AM; AZ; BY; KG; KZ; MD; RU; TJ; TM;

Publication Language: English
Filing Language: English
Fulltext word count: 12649

Detailed Description:

...present invention relates to a customised targeted marketing system to identify and locate individual profitable consumers for a given marketing objective. The system also relates to the adjustment of media audience rating scores that are provided. ... ...would likely purchase the brand or product category in the future. These methods targeted specific subsets of consumers based on the predictions.

Previous targeted marketing methods identified consumers based on category and volume... ...factors.

Targetinurmethods based on demographics and geodemoorraphics have several drawbacks.

Both methods assume that all consumers within a defined demographic or geodernographic sub-set are equally attractive. These methods do not discern between individual consumers.

Demographic and creodemographic models... ...by conventional methods.

SUMMARY OI THE INVENTION

The invention provides a system for selecting a target Group of profitable individual
1-In ZD
consumers from a group of consumers contained in a database for a given brand or marketing objective. The database includes data variables for each consumer. The s stem
C) y
links a profitability score of a sub-group of the... ...the database
to tarcret for marketincy

The invention also provides a method for selecting a target Group of profitable individual
I.I 11
@
consumers from a Group of consumers contained in a database. The database includes data
Z:)
variables... ...The system comprises the following elements.

I.-7
means for selecting from said group, a sub-group of consumers@
4
means for cyathefincr data from each member of the sub-cyroup, the data including...contained in said database and said profitability score; means for selecting from said group of consumers a target cyroup of consumers havina varl'ables that are predictive of consumer profitability.

Accordincr to another aspect of the invention, there is provided method of selecting a target
I
group of most profitable consumers of a product or service from a group of consumers contained in a database. The... ...for each consumer. The method comprises the following steps.

t@
selecting from said group, a sub-group of consumers;
Z7
5
crathering data from each member of the sub-group, the data includincy data... ...variables contained in said database and said profitability score; and
selecting from said group of consumers a target group of consumers having variables contained in said database that are predictive of consumer profitability.

According to yet... ...including a group of consumers, t
provi I he database includincr data
variables for each consumer;
6
selectincr from said croup, a sub-group of consumers;
crathering data pertaining to each member of the sub-croup, the data including data relating... ...said variables contained in said database and said profitability score; selectina from said group of consumers a target group of consumers having the variables contained in said database that are predictive of consumer profitability for the... ...a database including a group of consumers, the database includincy data variables for
C)

each consumer;
means for selecting from said group, a sub-group of consumers;
means for gathering data pertaining to each member of the sub-cyroup, the data relating...
...in said database and said profitability score-, and
means for selecting from said CTroup of consumers a target group of consumers having
t@ Z@ ZD C.)
the vafiables that are predictive of consumer profitability for the consumer database. The invention is a system or method that accomplishes this objective by identifying variables on the consumer database that are the most predictive of consumer profitability. The system performs a statistical analysis on a sub-group of consumers selected from the overall
fD
database to identify these predictive vanables. The statistical analysis factors... ...present invention, the database has lifestyle and demographic variables for over 85,000,000 individual consumers.

Selection of Sub-group of Consumers
To carry out the invention, a user randomly selects a sub-group of consumers from the
1@
overall Group contained on the database. Preferably, the sub-group includes 20...
...behavioural variables accordina to the marketina objective. These can be
0
behavioural variables that a customer wishes to target. A person skilled in the art will appreciate that there are many behavioural variables from... ...a questionnaire to obtain the non-database variables.

Scoring of Questionnaire
The system assigns a consumer profitability score for each member of the sub-Group based on answers to the questionnaire. Consumer profitability is a measure of the number of units that a consumer will buy in... ...that the system seeks to identify in the overall database.

The system first assigns a consumer profitability score for each member of the sub-Group for purchase volume. The score for purchase volume includes the product of volume of units...rate in the category.

rIIn order to determine whether it is advisable to eliminate certain sub-sets of consumers from the system, a simple analysis of current category usage by each democrraphic sub-set ...
...The national database is sorted based on the occurrence of the non-desirable demoographic
C
sub-set to isolate undesirable prospects. These consumers are then eliminated from the database and the rest of the process.

17
Preparation of...home distribution.
C
the targeted profitability system can be applied to enhance the targeting of consumers that have a projected higher economic value through the use of more traditional mass media.

C)
The output from... ...and how many times in the previous four weeks (frequency).

Application TOPSTI Media
Once a target group of consumers who are projected to be profitable from the database is identified, this target group is preferably filtered to... ...advertising flyer.

1D
By comparing the media consumption behaviour of profitable consumers to randomly selected consumers both drawn from a rating target group, the system generates a
C t)
profitability index. For example, the media consumption measure... ...comparison assumes that an identical targeted direct ad program was administered usincy the most profitable consumers selected by both systems.

Projection Target: Laundry Detergent.

(1) Heavy powdered laundry detergent users (volume)
(I 1) Consumers interested purchasing a new version of Brand X with an additive... ...Brand X with the additive, when on sale (less
price sensitive)
Objective.

To compare the projected economic return of the same consumer brand advertising program when tarcFeted to individual households usincy a demographic based targeting and the...
1,00000 29000,000
B) Incidence rate for finding heavy 40% 20%
t)
powdered detergent users within target
list.

C) Targeted heavy users = A) x B) 800MO 400,000
D) Success rate at converting targeted 20% 15%
.I rate for finding heavy 58% 31%
powdered detergent users within
target list
C) Targeted heavy users - A) x B) 812,000 434,000
D) Success rate at converting targeted 24.1...

Claims.

...variables for
each consumer, the system comprising:0 means for selecting from said group, a sub-group of consumers; means for gathering data pertaining to each member of the sub-crroup, the data relating... ...database variablesbeing different than the variables contained in the database; means for calculating a consumer profitability score for each member of the subgroup based on the data relating to the non-database variables; means for calculatincy a statistical... ...d mathematical algosal 1' 1wherein the means for selectincy from said Group of consumers a target Group ofOconsumers having variables that are predictive of consumer profitability includest@means for selecting from said group of consumers a target group of

consumers having highest profitability scores.Z:)
3 A system according to claim 2 wherein the data... ...according to claim I wherein the means for selecting from said group, a
16-Dsub-group of consumers carries out the selection according to the following steps:ID0 selectina from said croup... ...said database includes over 200 variables.
10 A system according to claim I wherein said target group represents approximately 15% of the consumers in said group.

I I A method of selecting a target group of most profitable constumers of a product or service from a group of consumers contained in a database including... ...for
each consumer, the method comprising the following steps:61* selecting from said group, a sub-group of consumers;0 gathering data pertaining to each member of the sub-group, the data including I... ...contained in said database and said profitability score; and0 selectincr from said group of consumers a target group of consumers having the variables contained in said database that are predictive of consumer profitability.
12 A... ...member of the group based on said
mathematical algorithm-, andselecting from said group of consumers a target group of consumers having variables contained in said database that have a hi(Yhest profitability score.
13 A... ...method according to claim I I wherein the step of selecting from said group, a sub-group of consumers includes the following steps:selecting from said group a pre-sorted sub-group having a... ...database includes over 200 variables.
19 A method according to claim I I wherein said target group represents approximately 15% of the consumers in said group.
tr
20 A system according to claim I I wherein said group...said variables contained in said database and said profitability score; selecting from said group of consumers a target group of constumers having the variables
tcontained in said database that are predictive of consumer profitability for... ...method according to claim 21 further including the step of filtering the members of the target group for consumer

profitability.
24 A method according to claim 23 wherein the filtering of the members of... ...9 a database including a group of consumers, the database including data variables for
each consumer; means for selecting from said group, a sub-group of consumers;C) tl means for gathering data pertaining to each member of the sub-group, the... ...contained in said database and said profitability score; means for selecting from said group of consumers a target group of consumers having the variables that are predictive of consumer profitability for the product or service; means...

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t /3,k/all
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13/3,K/1 (Item 1 from file: 15) Links
ABI/Inform(R)

01686491 03-37481

Regression modeling in Calgary--a practical approach

Dalgliesh, Robert; Buchart, Lawrence; Thompson, Kathie; Bruce, Duane; Butz, Larry
Assessment Journal v5n4 pp: 23-32
Jul/Aug 1998
ISSN: 1073-8568 Journal Code: ASJ
Word Count: 6411
Text:

...appraiser can use the application, his or her ID must be added to one or
more defined ID user groups. All the objects in
the application and database files have permissions assigned
at the user group level.

Selection of a Statistical Analysis Tool

SAS...

13/3,K/2 (Item 1 from file: 148) Links
Gale Group Trade & Industry DB

08226906 Supplier Number: 17368790 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Data base marketer honing Bank South's edge; young, technologically savvy executives are helping banks find ways to motivate specific customers to buy more.(Market Segmentation: Finding the Best Customers - and Keeping Them)

Brokaw, Jeanne
American Banker , v160 , n145 , p10A(1)
July 31 , 1995
ISSN: 0002-7561
Language: English
Record Type: Fulltext; Abstract
Word Count: 1290 Line Count: 00101

Abstract: ...by adding psychological analysis to demographic information. Alfred W. Ey, who heads Bank South's data base marketing group, is a former computer programmer who focuses more on systems analysis than customer profiles to develop knowledge about clients. This in turn helps in making individual customers more...
Abstract:

13/3,K/3 (Item 2 from file: 148) Links
Gale Group Trade & Industry DB

02962079 Supplier Number: 04449635
Direct marketing next tidal wave to make its impact worldwide.

Marketing News , v20 , n21 , p6(1)
Oct 10 , 1986
ISSN: 0025-3790
Language: ENGLISH
Record Type: ABSTRACT

Abstract: ...Young & Rubicam Worldwide, Hoke Communications, Hofstra University and Northwestern University. Direct marketing is driven by data bases which target the most appropriate consumer groups. This is more efficient than the mass mailing techniques of general marketing, because mass marketing is a wasteful...
Abstract:
13/3,K/4 (Item 1 from file: 75) Links
TGG Management Contents(R)

00107304 Supplier Number: 04449635
Direct marketing next tidal wave to make its impact worldwide.

Marketing News , v20 , n21 , p6(1)
Oct 10 , 1986
ISSN: 0025-3790 Language: English Record Type: Abstract

Abstract:

...Young & Rubicam Worldwide, Hoke Communications, Hofstra University
and Northwestern University. Direct marketing is driven by data bases which target the most appropriate consumer
groups. This is more efficient than the mass mailing
techniques of general marketing, because mass marketing is a wasteful...

13/3,K/5 (Item 1 from file: 268) Links
Banking Info Source

00352119 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Marketers use technology to become more "personal"
Edmonson, R G
Credit Union Journal , v 51 , p 12 , Dec 23, 1998 Document Type: Journal Article Article Type: News Language: English Record Type: Abstract

Abstract:

...Council Jim Jeffries. Jeffries said credit union marketers are using
data gathered from the Internet, focus groups, and
more sophisticated marketing customer information
files to deliver the right message to each member through direct

mail and e-mail, a...

13/3K/6 (Item 1 from file: 348) Links
Fulltext available through: Order File History
EUROPEAN PATENTS

00306062
Digital data processing system.
Digitales Datenverarbeitungssystem.
Systeme du traitement de donnees numeriques.

Patent Assignee:

- DATA GENERAL CORPORATION; (410940)
  Route 9; Westboro Massachusetts 01581; (US)
  (applicant designated states: AT;BE;CH;DE;FR;GB;IT;LI;LU;NL;SE)

Inventor:

- Bratt, Richard Glenn
  9 Brook Trail Road; Wayland Massachusetts 01778; (US)
- Clancy, Gerald F.
  13069 Jaccaranda Center; Saratoga California 95070; (US)
- Gavrin, Edward S.
  Beaver Pond Road RFD 4; Lincoln Massachusetts 01773; (US)
- Gruner, Ronald Hans
  112 Dublin Wood Drive; Cary North Carolina 27514; (US)
- Mundie, Craig James
  136 Castlewood Drive; Cary North Carolina; (US)
- Schleimer, Stephen I.
  1208 Ellen Place; Chapel Hill North Carolina 27514; (US)
- Wallach, Steven J.
  12436 Green Meadow Lane; Saratoga California 95070; (US)

Legal Representative:

- Robson, Aidan John et al (69471)
  Reddie & Grose 16 Theobalds Road; London WC1X 8PL; (GB)

	Country	Number	Kind	Date	
Patent	EP	300516	A2	19890125	(Basic)
	EP	300516	A3	19890426	
	EP	300516	B1	19931124	
Application	EP	88200921		19820521	
Priorities	US	266413		19810522	
	US	266539		19810522	

	US	266521		19810522	
	US	266415		19810522	
	US	266409		19810522	
	US	266424		19810522	
	US	266421		19810522	
	US	266404		19810522	
	US	266414		19810522	
	US	266532		19810522	
	US	266403		19810522	
	US	266408		19810522	
	US	266401		19810522	
	US	266524		19810522	

Designated States:
AT; BE; CH; DE; FR; GB; IT; LI; LU; NL;
SE;

Related Parent Numbers: Patent (Application):EP 67556 (EP 823025960)

International Patent Class (V7): G06F-009/46; G06F-012/14; Abstract Word Count: 122

Type	Pub. Date	Kind	Text

Publication: English
Procedural: English
Application: English

Available Text	Language	Update	Word Count
CLAIMS B	(English)	EPBBF1	1018
CLAIMS B	(German)	EPBBF1	868
CLAIMS B	(French)	EPBBF1	1115
SPEC B	(English)	EPBBF1	154256
Total Word Count (Document A) 0			
Total Word Count (Document B) 157257			
Total Word Count (All Documents) 157257			

Specification: ...various Dialects may be transferred into and out of mC 1920 as required for execution of various user's programs. By storing sets of microinstruction sequences for more than one Dialect in mC 1920, it is possible for user's programs to be written in a mixture of user languages. For example, a particular...

13/3K/7 (Item 1 from file: 349) Links
Fulltext available through: Order File History
PCT FULLTEXT

00344642
SYSTEMS AND METHODS FOR SECURE TRANSACTION MANAGEMENT AND ELECTRONIC RIGHTS PROTECTION
SYSTEMES ET PROCEDES DE GESTION SECURISEE DE TRANSACTIONS ET DE

PROTECTION ELECTRONIQUE DES DROITS

Patent Applicant/Patent Assignee:

- ELECTRONIC PUBLISHING RESOURCES INC;
  ; ;

	Country	Number	Kind	Date
Patent	WO	9627155	A2	19960906
Application	WO	96US2303		19960213
Priorities	US	95388107		19950213

Designated States: (All protection types applied unless otherwise stated - for applications 2004+)

Publication Language: English
Filing Language:
Fulltext word count: 207972

Detailed Description:

...two or more parties. VDE also
accommodates a semi-automated process during which one or
more VDE participants directly, through user interface means,
resolve "disagreements" between control information sets by
accepting and/or proposing certain control information that may
be acceptable to control information...mitted to a remote
location to perform a specified database search on
behalf of a user or otherwise "intelligently" search
remote one or more repositories of information for
user desired information. After identifying desired
information at one or more remote locations, by for
example, performing one or more database searches,
a smart object may return via communication to the
user in the form of a secure "return object"
containing retrieved information. A user may be
109
charged for the remote retrieving of information, the
returning of information to...or sales
dates) or it mav be limited only to the extent that one or more of
the participant's proposed control information conflicts with
control information set by senior control information submitted
previously by participants in a chain of handling of the property,
or managed in said participant's VDE...of a VDE arrangement will be
primarily based on whether hardware SPUs are employed at
participant location secure subsystems and the effectiveness of
the SPU hardware security architecture, software security
techniques...

18/3K/3 (Item 2 from file: 349) Links
Fulltext available through: Order File History
PCT FULLTEXT

00784139
A SYSTEM, METHOD AND ARTICLE OF MANUFACTURE FOR A SELF-DESCRIBING STREAM IN A COMMUNICATION SERVICES PATTERNS ENVIRONMENT
SYSTEME, PROCEDE ET ARTICLE DE FABRICATION DESTINES A UN FLUX D'AUTODESCRIPTEURS DANS UN ENVIRONNEMENT DE MODELES DE SERVICES DE COMMUNICATION

Patent Applicant/Patent Assignee:

- ACCENTURE LLP; 1661 Page Mill Road, Palo Alto, CA 94304
  US; US(Residence); US(Nationality)

Legal Representative:

- HICKMAN Paul L(agent)
  Oppenheimer Wolff & Donnelly, LLP, 1400 Page Mill Road, Palo Alto, CA 94304; US;

	Country	Number	Kind	Date
Patent	WO	200116734	A2-A3	20010308
Application	WO	2000US23999		20000831
Priorities	US	99387070		19990831

Designated States: (All protection types applied unless otherwise stated - for applications 2004+)

[EP] AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE;

[OA] BF; BJ; CF; CG; CI; CM; GA; GN; GW; ML; MR; NE; SN; TD; TG;

[AP] GH; GM; KE; LS; MW; MZ; SD; SL; SZ; TZ; UG; ZW;

[EA] AM; AZ; BY; KG; KZ; MD; RU; TJ; TM;

Publication Language: English
Filing Language: English
Fulltext word count: 150517

Detailed Description:

...Core Execution Architecture frameworks for the different architecture generations (Host, Client/Server and Netcentric). Most users will primarily use the Netcentric framework.

The Execution Architecture Extensions. This is a collection of...as object check-in/check-out, a central design repository for the storage of application objects and user interface definitions, and version control. Additionally, the development team should be able to cleanly divide the application(s) into pieces which can be worked...

18/3K/4 (Item 3 from file: 349) Links
Fulltext available through: Order File History
PCT FULLTEXT

00784134
A SYSTEM, METHOD AND ARTICLE OF MANUFACTURE FOR A CONSTANT CLASS COMPONENT IN A BUSINESS LOGIC SERVICES PATTERNS ENVIRONMENT
SYSTEME, PROCEDE ET ARTICLE MANUFACTURE UN COMPOSANT DE CLASSE DE CONSTANTE DANS UN ENVIRONNEMENT DE SCHEMAS DE SERVICES DE LOGIQUE D'AFFAIRES

Patent Applicant/Patent Assignee:

- ACCENTURE LLP; 1661 Page Mill Road, Palo Alto, CA 94304
  US; US(Residence); US(Nationality)

Legal Representative:

- HICKMAN Paul L(agent)
  Oppenheimer Wolff & Donnelly LLP, Suite 3800, 2029 Century Park East, Los Angeles, CA 90067-3024; US;

	Country	Number	Kind	Date
Patent	WO	200116726	A2-A3	20010308
Application	WO	2000US24188		20000831
Priorities	US	99387213		19990831

Designated States: (All protection types applied unless otherwise stated - for applications 2004+)

[EP] AT; BE; CH; CY; DE; DK; ES; FI; FR; GB;
GR; IE; IT; LU; MC; NL; PT; SE;

[OA] BF; BJ; CF; CG; CI; CM; GA; GN; GW; ML;
MR; NE; SN; TD; TG;

[AP] GH; GM; KE; LS; MW; MZ; SD; SL; SZ; TZ;

UG; ZW;

[EA] AM; AZ; BY; KG; KZ; MD; RU; TJ; TM;

Publication Language: English
Filing Language: English
Fulltext word count: 150446

Detailed Description:

...below). Figure 3 shows the dependencies of the three architecture frameworks and is described in more detail in the Delivery Vehicle Overview (below).

The following lists are starting points for considering...as object check-in/check-out, a central design repository for the storage of application objects and user interface definitions, and version control. Additionally, the development team should be able to cleanly divide the application(s) into pieces which can be worked...

?